Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should <u>not</u> be used to purchase course materials.

COURSE SYLLABUS

BUSI 446
RETAILING AND CATEGORY MANAGEMENT

COURSE DESCRIPTION

From an economic perspective, retailing and category management represent anywhere from 25–30% of GDP annually; this course integrates retailing and category management into one course. The category management aspects of this course are derived from retail and supply chain perspectives.

RATIONALE

Given the significant proportion of GDP related to the retailing and category management industries, BUSI 446 is designed to systematically and comprehensively expose learners to the key theories, current research, and applications of retailing and category management disciplines, all of which are requisite for operating/managing successful retail business models. The elements involved include the various types of retail institutions, retail value buying/purchasing, supply chain and category management, store location, layout, and promotional display strategies. Success in the marketplace of retailing and category management relies on these elements and the ability to create value and increase customer satisfaction in the retail arena.

I.   **PREREQUISITE**

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. **REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. **ADDITIONAL MATERIALS FOR LEARNING**

A.   Computer with basic audio/video output equipment

B.   Internet access (broadband recommended)

C.   Blackboard recommended browsers

D.   Microsoft Office

E.   APA formatting information:

HTTP://APASTYLECENTRAL.APA.ORG/

IV.   **MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

A.   Integrate a Christian worldview into retail and category management settings.

B.   Analyze recent trends and important successful developments in the retail industry and category management.

C.   Synthesize retailing and category management theories

D.   Evaluate strategic marketing and supply chain options in retailing and category management.

V.   **COURSE REQUIREMENTS AND ASSIGNMENTS**

A.   Textbook readings and lecture presentations

B.   Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C.   Discussion Board Forums (7)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. The thread must be 500–750 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to at least 2 other classmates' threads. Each reply must be 250–400 words and provide substantive interaction. Each thread and reply must use current APA formatting, cite 2 peer-reviewed scholarly sources, and include 1 biblical integration.

D.   Retail Management Project Reports (4)

The student is required to provide a Retailing Management Project Report strategy written in response to questions based on the course curriculum. There will be 3 interim reports consisting of 500–750 words and 1 final report that includes edited versions based on the instructor feedback from the 3 previous interim reports plus the response to the final prompts. The final report must be no more than 750 words for each of the 3 previous reports and 750–1, 000 words to answer the new prompts assigned to the final report. The combined word count submitted for the final report must be no more than 3,000 words. Current APA formatting must be used.

E.   IFL Essay

The student will provide an IFL (Integration of Faith and Learning) Essay in current APA format that contains 500–750 words. The paper will describe how a retailer would operate his/her establishment in an ethical and biblical manner that can result in a favorable outcome for the organization. The student is to provide at least 2 Scripture verses to support the essay.

F.   Exams (3)

There will be 3 exams in this course. In each exam, the student will answer 50 multiple-choice questions based on the Reading & Study material for the assigned modules/weeks. Each exam will be open-book/open-notes and have a 2-hour time limit.

VI.   COURSE GRADING AND POLICIES

A.   Points

Course Requirements Checklist	10
Discussion Board Forums (7 at 50 pts ea)	350
Retail Management Project Reports (3 at 50 pts ea, 1 at 100 pts)	250
IFL Essay	100
Exams (3 at 100 pts ea)	300
Total	1010

B.   Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

C.   Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he or she exceeds the assigned time limit.

D.   Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 446

Textbooks: Levy et al., *Retailing Management* (2019).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Levy et al.: chs. 1–3 2 presentations	Course Requirements Checklist Class Introductions DB Forum 1	10 0 50
2	Levy et al.: chs. 4–6 1 presentation	DB Forum 2 Retail Management Project Report 1	50 50
3	Levy et al.: chs. 7–8 1 presentation	DB Forum 3 Exam 1 (Chs. 1-6)	50 100
4	Levy et al.: chs. 9–11 1 presentation	DB Forum 4 Retail Management Project Report 2	50 50
5	Levy et al.: chs. 12–13 1 presentation	DB Forum 5	50
6	Levy et al.: chs. 14–15 1 presentation	DB Forum 6 Retail Management Project Report 3 Exam 2 (Chs. 7-13)	50 50 100
7	Levy et al.: chs. 16–18 1 presentation	DB Forum 7 IFL Essay	50 100
8	1 presentation	Retail Management Project Final Report Exam 3 (Chs. 14-18)	100 100
		TOTAL	**1010**

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.